

Gremlin does the "Hustle"

The following excerpt is reprinted from this month's RePlay magazine. Malcom Bains, vice president of marketing and Sabrina Osment, the "Gremlin Girl" are completing their European promotional tour and will be returning to San Diego May 29th.

"The folks who run Gremlin Industries in San Diego are more than able game makers they're real showmen. 'Hustle', their new follow-up video game to the 'Blockade/CoMotion' series, has not simply been released to the industry — it's been "catapulted" all the pomp partying and prestige reminiscent of Bally's 'Capt. Fantastic' when it made promotional history during the spring of 1976.

The 'Hustle' game was kept a closely-guarded secret until roughly one month ago when the production line was set up to produce an advance run of 1,000 units. According to company president Frank Fogleman, "we are still quite sensitive to the 'copying' that happened after our 'Blockade'

hit came on the market, so this time we went to the considerable effort of securing the exclusive on 'Hustle' by being in a position to supply our distributors with just about as many pieces as they want the very day we introduce it".

And introduce it they did, with eleven festive operator parties (co-hosted jointly by Gremlin and its local dealers) in the U.S.A., followed up by seven more "inaugural parties" in Europe. (The Gremlin duo's itinerary was as follows: New York, Minneapolis, Chicago, Columbus, Boston, St. Louis, Dallas, Houston, Miami, in Europe: London, Brussels, Zurich, Frankfurt and Paris.)

Star of the 'Hustle' receptions is the new "Gremlin Girl" Sabrina Osment who, along with Gremlin's colorful sales director, Malcom Bains, is going to perform her educated talents on the 'Hustle' game at all 19 cities. Sabrina is challenging every operator who attends the receptions to a game of 'Hustle' and anyone who beats her will be presented a crisp new \$100 bill

by Mal Bains.

The 'Hustle' requires dexterity and skill to master, proven by Sabrina (Miss Gremlin) and her taking on all comers at the distributor/operator affairs. She's good, but she's been practicing under the demanding hand of Mal Bains who jokes: "I'd rather sell games than hand out a deck of \$100 bills".

Why all the hoopla over another video game? Frank Fogleman answers: "After months of refinements and improvements we felt we had put together a totally unique combination of engineering, sensorial, and psychological elements that had produced a never-before video game."

\$50.00 Reward

Gremlin will publish a company newsletter on a regular basis beginning this month.

The newsletter will feature articles of interest pertaining to the company and its employees. Your cooperation and suggestions for improvement are essential for the success of the newsletter.

At present, the editor is asking for the help of all employees in selecting a title for the newsletter. A box will be placed in the lunch room for the deposit of title entries. A title will be chosen from the entries collected and a \$50 bill will be awarded to the author of the winning title.

Any comments or suggestions regarding the newsletter should be directed to Lynne Reid, ext. 255.



Commuter Computer

What is Commuter Computer?

It's a program designed to help you save money and get you to and from work a little more conveniently, say its sponsors.

Those wishing to find a car pool partner are matched by a computer. The program is voluntary and the service is free. The program is a cooperative effort of the City and County of San Diego, the Comprehensive Planning Organization and CALTRANS.

Applications will be distributed through the personnel department the month of June.

Advantages of car pooling are numerous. You can save money on gasoline, auto repairs, parking and insurance. By sharing your car with another person you can save up to 50 per cent of those transportation costs.

Estimates show that each rider in a two-person car pool can save from \$300 to \$500 a year. The more people in the car pool, the greater the savings.

Some like it hot

Employees were selected at random and asked "What is your opinion of the lunch room service and food selection?" Here are their comments:

David Myers - Testing

"The other microwave oven should be hooked up. The food is the best that can be expected for the price, the prices are better than the lunch truck."

Janet Schneider - Assembly

"By the second lunch there's nothing left to choose from. There's not time to go out, so most of us bring bag lunches. There should be more hamburgers and possibly a condiment tray with lettuce, tomatoes, onions, etc."

Bob Van - Wall Game Area

"I bring my lunch but buy milk and dessert here. It's cheaper to bring my lunch. I don't use the lunch truck at all."

Glen Keel - Stock

"There's a good variety, sandwiches and desserts. The lunch truck is higher in price. I think cigarettes should be sold. Could be a better variety of sodas."

Mike Stewart - Assembly

"I usually don't eat. The microwave is nice to have, and I think there's a good variety. I've never used the lunch truck."

John McKane - Wall Games

"Considering the size of the room and the number of employees who use it, it's fine. Cigarettes should be sold. Outside tables would be a good idea. I don't think they would take away from the business of the lunch room."

Ginger Noel - Assembly

"It's better than the lunch trucks. Prices are cheaper."

Mike Wakeling - Shipping and Receiving. "I think there should be a better variety of sandwiches, maybe subs and torpedos. Cigarettes and cigars should be sold here. And I think outside tables would be a good idea."

Bob MacCall - Quality Control

"This is the best feature of the company. For breaks I use the lunch truck. Prices of the lunch truck's sandwiches are higher, but they have a better variety. The food here is fair. All the sandwiches are made with lunch meats. We're inside all day, picnic tables outside would be a good idea."

Dee Whitten - Receiving

"We need a refrigerator to keep bag lunches in".

Jack Ritch - Testing

"Trying to get coffee on breaks is impossible. There should be another coffee machine. We only have ten minutes to get coffee. There's always 6 to 10 lined up to get coffee by the time we get the coffee there's only about 4 minutes to drink it in. The second microwave should be hooked up."

Peter Wallgren - Video Area

"The coffee is too high at the lunch truck, it's 30c, and it's not any good. Outdoor tables would be nice."

Rich Foster - Wall Games Area

"There's a pretty good variety. The lunch truck's not too hot. There should be a better selection of candy."

DeLois Kenslow - Assembly

"The second microwave should be hooked up. In the morning there's a pretty good variety, but by twelve o'clock, everything's gone"

Gremlin has applied to join the Central Credit Union of San Diego. Upon acceptance of membership to the credit union, Gremlin employees will be eligible to join immediately. The credit union offers numerous benefits and services, including high interest rates on savings and low interest rates on loans. The credit union offers free checking through a bank. Linda Ross manager of personnel will update employees on the status of Gremlin's membership.

According to a poll taken by 6 experts chosen by RePlay magazine, Gremlin's BLOCKADE is among the top ten arcade pieces of all time. Top vote-getter was Atari's TANK with Midway's SEA WOLF close behind. Results appeared in the March 1977 issue of RePlay.

Matt Burman, will take six Gremlin employees on a sailing excursion June 12. A sign up sheet will be posted in the lunch room. Sailors will go aboard on a first come first serve basis. Burman's "Luff Affair" is a 38' Down Easter sailing yacht. Future excursions may be offered depending on the response of this initial voyage.

E.S.O.T. a Hidden Treasure?

The Company's Employee Stock Ownership Trust may mean much more to our employees than is evident, Matt Burman, Secretary/Treasurer said. In the case of a profitable, growing Company such as Gremlin is, the individual's share in this plan could become a substantial amount over the years.

To illustrate the potential of this plan, assume three things:

1. The Company remains profitable and makes annual contributions of about 10% of the total payroll.
2. Because of this profitable growth, the Company's value increases by 50% each year.
3. The employee stays with the Company at least ten years without break.

Question: What would the E.S.O.T. payment be to an employee who earns \$8,000.00 each of the ten years if he should terminate at that time?

Well, the first contribution of \$800.00 has increased in value for ten years and is now worth \$30,758.00. The second \$800.00 after nine years is now \$20,505.00. The third \$13,670, and so on. The total: \$90,671.00!

The figures are purely hypothetical and may end up quite different but from this illustration you can see the potential that is there.

An employee must have been employed three years before he has a vested interest in the plan. After those three years he will have 30% vested, that means that only 30% will be paid out if he quit then. Each year that percentage increases by 10% thus after ten years the entire amount is totally vested.

E.S.O.T. a hidden treasure? You may have something there!



Customer Service Dept. Left to right: Dennis Rutzen (Training) Andy Keebil (Electronic Tech.) Len De Groot (Manager) Mike Gawarecki (Lead Technician) Tom Covey (Electronic Tech) Sue Drake (Control Clerk) Bobbie Riggs (Terminal Operator) Anna Iadevaia (Electronic Technician) Alice Miller (Terminal Operator Sales Clerk)

Getting to know You...

A department will be featured in each issue of the newsletter. The responsibilities and functions of this department in addition to the work performed by the employees which comprise the dept. will be explored.

The customer service department is designated to handle problems which customers incur with Gremlin products.

The nine employees who man the dept. primarily perform various repair work and fill orders for needed parts. Approximately 150-200 game boards are sent back to Gremlin each month for repair or required parts.

As of April 1, customer service installed their own stock room, which is proving more efficient opposed to the previous use of the main stock room. A new part numbering system has also been incorporated. These changes have improved the effectiveness of customer service considerably according to Len De Groot, manager of customer service.

Technical assistance and field testing are major responsibilities customer service handles.

Technical service is in basically two forms; (1) telephone service questions, assisting technicians of our customers, and their customers in fixing games or boards over the

phone. (2) answering letters and following up phone calls with service notes, instructions for adjustment procedures, kits for modifications, collecting and correlating data for improvements to games, detecting high failure items.

Field testing places new games on location to allow the public to test the games. Recently, 'Hustle' was put on location. Although the game was temporarily out of service for a few hours, it fared remarkably well. Over 600 games were played.

Customer service also readies games for the various conventions and showings throughout the year. There are three major conventions where Gremlin games are displayed: IAAPA - International Association of Amusement Parks and Attractions, the AMOA - Amusement and Music Operators Association (Oct. 28-30) and NAMA - National Automatic Merchandising Association (Oct. 13-16).

Customer service offers Gremlin employees the opportunity to check wall games out over the weekend for their personal use. PLAYBALL, TRAPSHOOT and FOOSBALL are available. Employees must give one week notice prior to the date the games are needed, and must be returned on Monday.

Hauck files Patent

Lane Hauck director of research and development has applied for a patent for a game which Milton Bradley will be manufacturing this July.

Mr. Hauck's COMP IV is the hand held version of the popular computer game, MOO.

COMP IV is a mini-computer designed for players age 12 and up. The object of the game is to use logical reasoning in deducing a three, four or five digit number that the computer selects at random. There is over 30,000 possible number combinations to be guessed. Guesses or deductions are represented by cows or bulls. Bulls represent a correct number in the correct position, cows represent a correct number in the incorrect position. Bulls and cows allow the player logical clues in determining the number selected by the computer.

Lane's proto type for COMP IV cost over \$20 to build due to the cost of 24 individual integrated circuits, however the COMP IV manufactured by Milton Bradley uses a single integrated circuit developed by Texas Instruments. Utilization of this single chip saves money (the single chip costs less than \$3) and assembly time.

COMP IV is Milton Bradley's first entry into the electronic game market. It was exhibited in February at the annual toy fair held in New York City. Promotion will begin this month with full scale television advertisement.

COMP IV should be a popular Christmas item this year, selling for \$25 to \$35.

Employees are encouraged to utilize the bulletin board in the lunch room for their classified ads. The bulletin board has been reserved for this purpose. All ads must be turned in to manager of personnel, Linda Ross who will approve them.



Happy Birthday Frank!

Beginning Thursday, June 2, there will be a monthly management/employee luncheon. Ten employees will be chosen at random each month to join Frank Fogleman, Gene Candelore or Gerry Hansen for lunch in the conference room.

It is hoped that this will help to promote open communication between Gremlin employees and management.

Play Ball!

Gremlin will sponsor a women's softball team this fall. Sue Drake will act as manager and attend the first league meeting August 3.

The women's three pitch softball league has 70 participating teams for the fall season. The

program is offered through the San Diego Parks and Recreation Department.

Eleven employees have signed up for the team, the sign up sheet is located in the lunch room on the bulletin board. Nine women are required for a team, however all interested are encouraged to sign up.

Games will be played once a week at a nearby San Diego Parks and Recreation field. Gremlin will sponsor the team and furnish the uniforms and equipment needed.

Mike Gawarecki has volunteered to serve as the women's coach this year.

If the men would like to organize a softball team for the fall season, they can contact personnel manager, Linda Ross.



Anna Iadevaia



Mike Gawarecki